

# MERIT!

## Letters confirm low tar MERIT as taste science breakthrough.

"Read the advertisements, got in the car, went to the nearest store and bought 'em. Lit one up—fantastic—every word in the ad was true!"

—Mrs. Dorothy Parks  
Boston, New York

"I couldn't believe how good they taste and how low they are in tar and nicotine."

—Mrs. Rosalyn Hall  
Baltimore, Maryland

"In all the years I have been smoking, I had never changed brands, until Merit. Your new cigarette is a real winner!"

—Mrs. Victor A. Seaton, Jr.  
Baltimore, Maryland

"I have tried all of the other low tar and nicotine cigarettes ... MERIT is the first one I have tried that has a full body and flavor to it."

—Margaret E. Carson  
Baltimore, Maryland

"You've done it; made a good-tasting cigarette, low in tar and nicotine. I've switched to MERIT!"

—Mrs. Patricia Shaw  
Baltimore, Maryland

"These things have so much flavor, it's very difficult to believe the nicotine and tar ratings, even though they're printed right on the package."

—George R. Zander  
Chicago, New York

"Thank a lot for a cigarette that tastes like a cigarette instead of a lettuce leaf."

—Linda Taylor  
Dallas, Texas

"Thank you Philip Morris, for living up to your word! MERIT is truly the best-tasting low tar and nicotine cigarette I've ever smoked."

—Tony Decker  
Baltimore, Ohio

"Verdict: FINALLY, a low tar cigarette with taste."

—Edward Davidson  
New York, New York

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9 mg "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

"Try a Merit and you'll want to share it."

—Mrs. Sue Thayer  
Washington, Missouri

"And they said it couldn't be done. Someone has finally produced a fine cigarette with low tar, but excellent taste."

—Miss Barbara Taylor  
Baltimore, Virginia

"The taste is outstanding ... I, for one, thank you for MERIT cigarettes. They are really refreshing."

—Douglas E. O'Leary  
Washington, Missouri

"As far as I'm concerned, Merit has them all beat for taste and flavor ... It puts all other low tar and nicotine cigarettes to shame."

—Margaret L. Morris  
New York, New York

"It's MERIT from now on."

—Mrs. J. J. Davidson  
Baltimore, Missouri

"I had to write, as I feel your advertisement is right ... Good luck on Merit. I am convinced."

—Gene Thompson  
New York, New York

"Man, was I surprised. This cigarette has taste. Your advertisements really mean what they say ... Thank for doing the impossible."

—Mrs. C. Davidson  
Baltimore, Maryland

"I was amazed! I can't believe that a low tar and nicotine cigarette can taste so good."

—J. Thompson  
New York, New York

"I've finally found a menthol cigarette with good taste and low tar. I wouldn't switch now for anything."

—John Taylor  
Baltimore, Maryland

"Thanks for considering the people's taste rather than the manufacturers' gimmicks ... MERIT is a boon to smokers everywhere."

—Mrs. Sharon Franklin  
New York, New York

"Your MERIT has everything I want in a cigarette."

—Frank Wolf  
New York, New York

"Smoking MERIT is a pleasure. This cigarette has got what we've all been looking for."

—Edward J. Davidson  
Baltimore, Ohio

"I have tried a lot of other low tar cigarettes but they were dull. Merit is the best I've ever tasted. It's got flavor that lasts, too."

—Paul Frank  
New York, New York

"MERIT. Never have I smoked a cigarette that I enjoyed more."

—Robert Decker  
Baltimore, Maryland

"Today, I purchased a pack of MERIT cigarettes. Much to my surprise—it was great! Taste—satisfying. Aroma—great."

—Robert M. Davidson  
New York, New York

"I've tried 'low tar' cigarettes and just about gave up when a friend gave me a MERIT. They gave great taste and, since it's low in tar and nicotine, I'm going to be smoking them for a long time to come."

—Edward Decker  
New York, New York



"All that taste and low on tar too ... With MERIT around, I won't be reaching for anything else."

—Mrs. L. Davidson  
Baltimore, Maryland

"MERIT has done the trick. Thank a million for a very good-tasting low tar cigarette."

—Mrs. Jane Davidson  
Baltimore, Maryland

"We tried every low tar cigarette on the market, to no avail ... Now we smoke MERIT. Great taste, great flavor!"

—Mrs. Patricia Davidson  
Baltimore, Maryland

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

